



Ten Penn Center  
1601 Market Street  
Philadelphia, PA 19103-1699



February 17, 1995

Dear APlus® Franchisee and Store Manager:

Effective January 1, 1995, R. J. Reynolds Tobacco Company has enhanced their retail display program. The APlus® authorized and recommended programs available only through R. J. Reynolds are as follows:

- 11 R. J. Reynolds Overhead Merchandiser, i.e. Main Unit for RJR P.O.S.; End Panel for